

What is claimed is:

1. An illuminating device comprising a light source and a light guide plate for introducing light of the light source from a side end face to the interior and emitting said  
5 light propagated in the interior from an emitting face wherein

a prism shape for reflecting the propagating light within the light guide plate and emitting the propagating light to said emitting face side is formed on the emitting  
10 face of said light guide plate.

2. The illuminating device according to claim 1, wherein said prism shape is constructed by plural projecting stripes formed on said emitting face, and a slanting face portion is formed on an advancing direction side of said  
15 propagating light of said projecting stripe.

3. The illuminating device according to claim 2, wherein the angle formed between the advancing direction of the propagating light incident to said slanting face portion and the advancing direction of reflected light of the  
20 propagating light is an obtuse angle.

4. The illuminating device according to claim 3, wherein the angle formed between the advancing direction of the propagating light incident to said slanting face portion and the advancing direction of the reflected light of the  
25 propagating light is set to  $90^\circ$  or more and  $150^\circ$  or less.

5. The illuminating device according to claim 2, wherein the inner face of said slanting face portion is

formed so as to be directed to the outer face side of said emitting face.

6. The illuminating device according to claim 2, wherein said projecting stripe is approximately formed in a trapezoidal shape seen in section in which a flat portion is formed in the top portion of the projecting stripe.

7. The illuminating device according to claim 2, wherein said projecting stripe is formed in a wedge shape seen in section.

8. The illuminating device according to claim 2, wherein the inclination angle of said slanting face portion is set to  $40^\circ$  or more and  $60^\circ$  or less.

9. The illuminating device according to claim 1, wherein said light source has a bar light guide body arranged along the side end face of said light guide plate, and also has a light emitting element arranged in an end face portion of the bar light guide body.

10. A light guide body having a side end face for introducing light to the interior, and an emitting face for emitting said light introduced from the side end face and propagated in the interior, and said side end face and the emitting face being formed in directions crossing each other, wherein

plural projecting stripes for reflecting the propagating light within a light guide plate and emitting the propagating light to said emitting face side are formed on said emitting face, and said projecting stripe has a slanting

face portion on its propagating light advancing direction side.

11. A liquid crystal display device comprising an illuminating device according to claim 1 is arranged on the  
5 front face or the rear face of a liquid crystal panel.